

LISTING OF THE CLAIMS

The following is a complete listing of all the claims in the application, with an indication of the status of each:

1 1-2. Canceled

1 3. (Previously presented) A method of supporting customizable solution bundles for
2 e-commerce applications which enable the marketing of products and services by
3 presenting to customers products and services in solution bundles as entitled groups
4 comprising the steps of:
5 mapping customizable solution bundles into a virtual entitled group;
6 processing the virtual entitled group, without distinction with other entitled
7 groups, by back end fulfillment systems and ancillary e-commerce services; and
8 recognizing a unique distinguished identifier, for each marketable item in a virtual
9 entitled group that allows the front-end, back-end fulfillment and ancillary service
10 components to associate an item with an incentive price of the item, and
11 wherein a customizable solution bundle is mapped into a subset catalog of the
12 master catalog containing preselected marketable elements.

1 4. (Previously presented) A method of supporting customizable solution bundles for
2 e-commerce applications comprising the steps of:
3 providing a bundle definition process, where a solution bundle is created and
4 loaded into the various components that support an e-commerce application, including the
5 front-end and back-end application fulfillment systems;
6 mapping customizable solution bundles into a virtual entitled group and
7 processing the virtual entitled group, without distinction with other entitled groups, by
8 back-end fulfillment systems and ancillary e-commerce services;

9 providing a user interface as a component of the e-commerce front-end
10 application, which presents a solution bundle configuration to the user and manages an
11 order selection based on established bundle rules;
12 providing an order process, whereby the e-commerce application passes the
13 solution bundle order to the back-end application fulfillment systems for completion; and
14 recognizing a unique distinguished identifier, for each marketable item in an order
15 that allows the front-end, back-end fulfillment and ancillary service components to
16 associate an item to a given bundle, thereby resolving characteristics, including an
17 incentive price of the item, and
18 wherein a customizable solution bundle is mapped into a subset catalog of the
19 master catalog containing preselected marketable elements that represents a potential set
20 of products that a marketing organization determines is suitable for a class of customer
21 based on experience gained by marketing teams for that industry.

1 5. Canceled

1 6. (Previously presented) The method of supporting customizable a solution bundles for
2 e-commerce applications recited in claim 4, further comprising the step of recommending
3 products and guiding the customer through a solution, whereby the customer is allowed to
4 select marketable items from the subset catalog in which to customize his or her solution.

1 7. (Previously presented) The method of supporting customizable solution bundles for
2 e-commerce applications recited in claim 6, wherein solution bundles are tailored to
3 specific industries or classifications of customers, whereby many solution bundles may be
4 defined by a given vendor.

1 8. (Previously presented) The method of supporting customizable solution bundles for
2 e-commerce applications recited in claim 7, wherein the solution bundle is dedicated to a

3 specific industry or class of customer.

1 9. (Previously presented) The method of supporting customizable solution bundles for
2 e-commerce applications recited in claim 8, wherein a solution bundle which, when
3 selected by the customer, results in a pricing discount.

1 10. (Previously presented) The method of supporting customizable solution bundles for
2 e-commerce applications recited in claim 9, wherein a variety of differing pricing
3 discounts are applied against individual marketable elements or on the entire solution
4 bundle as a whole, depending on rules applied, the application of a pricing discount being
5 dependent on a selection the customer chooses at the time the customer is customizing his
6 or her solution.